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From: John Akscin
Sent: Tuesday, February 04, 2003 7:49 AM
To: Sales-Outside, Reps, MG-WMG OTN; MG-WMG OTN Sales-Inside Reps
Cc: Michael Breshgold; Michael Kopicko; Doug Storer; archet@dancris.com; Joseph Wornson; Michael Pollock; Steve Binder
Subject: Re: John A's PPT from National Sales Mtg

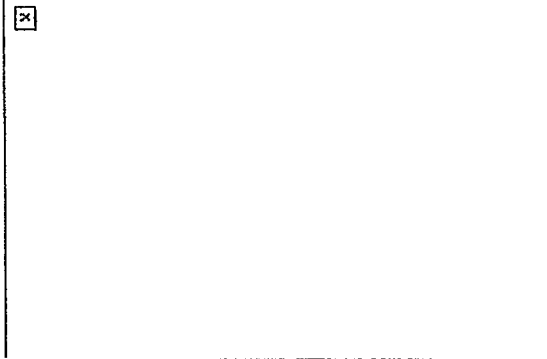
Good morning to all:

First, let thank you all again for the opportunity to work with you last week. A special thanks goes to Michael, Gena and Donald, for their confidence in allowing me to do something different for this meeting to bring value to our relationship.

I have had several requests for my presentation, so it's attached. At a minimum you may find it helpful to print out the slides relating to OBO business challenges, the benchmarks, the probing questions, and the Four Corners.

Should you have any additional questions that we were unable to discuss, please feel free to send them to me.

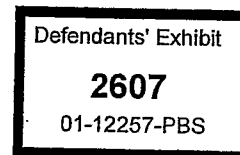
Again, many thanks for this opportunity to learn with you. Remember my saying,
"We never stop learning until all of our fingers are even on the ends"



John A.

12/19/2031

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Law & Order:	OBO
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*“5.5 Ways to Add Value
to Your Customer Interaction”*

John Akscin

Director, Government Affairs

And

Customer Champion

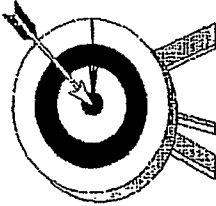
OTN National Sales Meeting, January 29, 2003



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Objectives

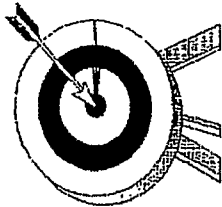
- You will be able to understand the OTN business plan and the importance of profitable sales.
- You will be able to understand OBO challenges and business model
- You will be able to evaluate their OBO customer and identify the real decision maker, what is important from their perspective, and assess their buying signals.

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Objectives

- You will be provided a variety of usable hints and resources for selling the value of OTN.
- You will be able to review a variety of creative and distinguishing ideas and tidbits in order to make each sales call memorable to the customer.

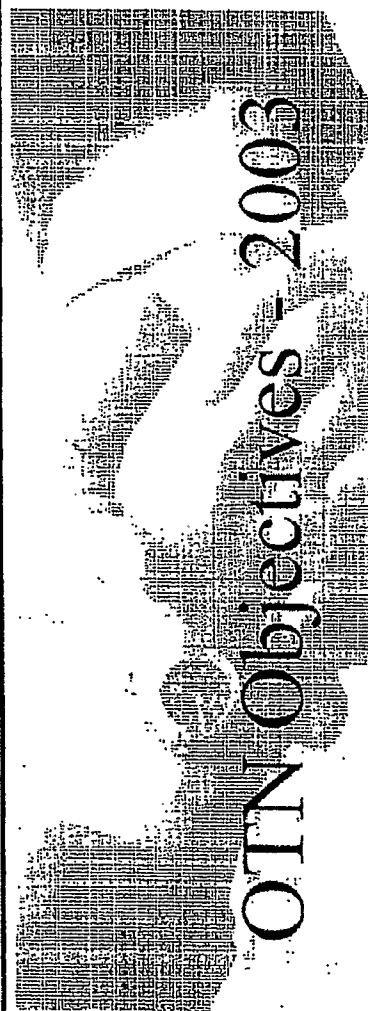
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OTN Objectives - 2003

Profitable Revenue !



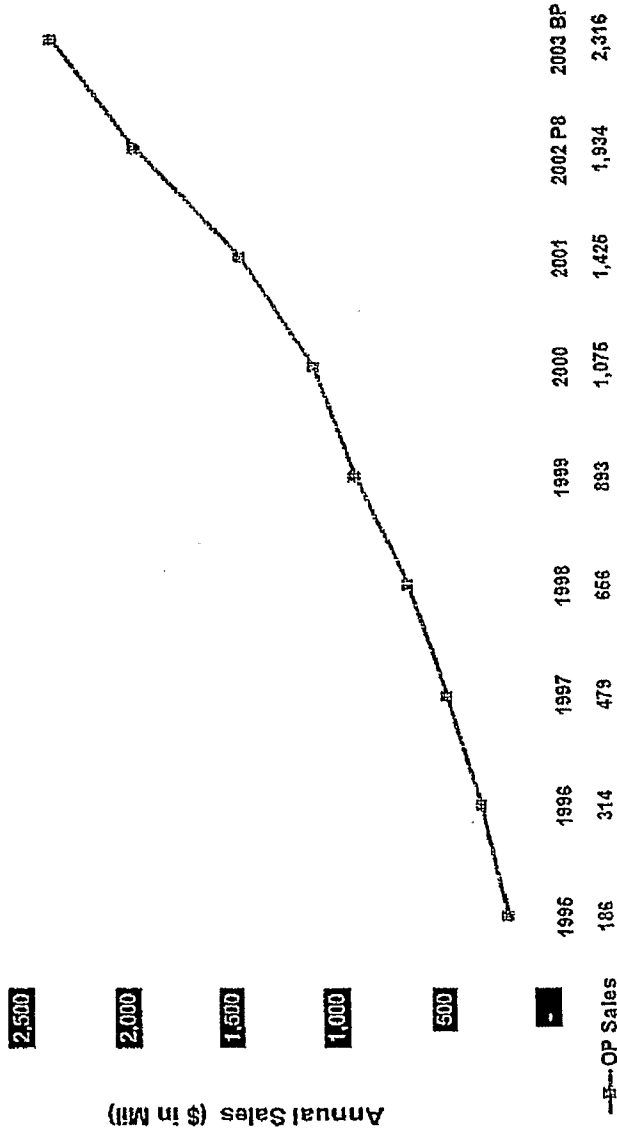
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Sales History & Forecast

Sales



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Financial Outlook

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Customer Impact & Business Risk Is Being Managed...

By re-focusing on the basics!



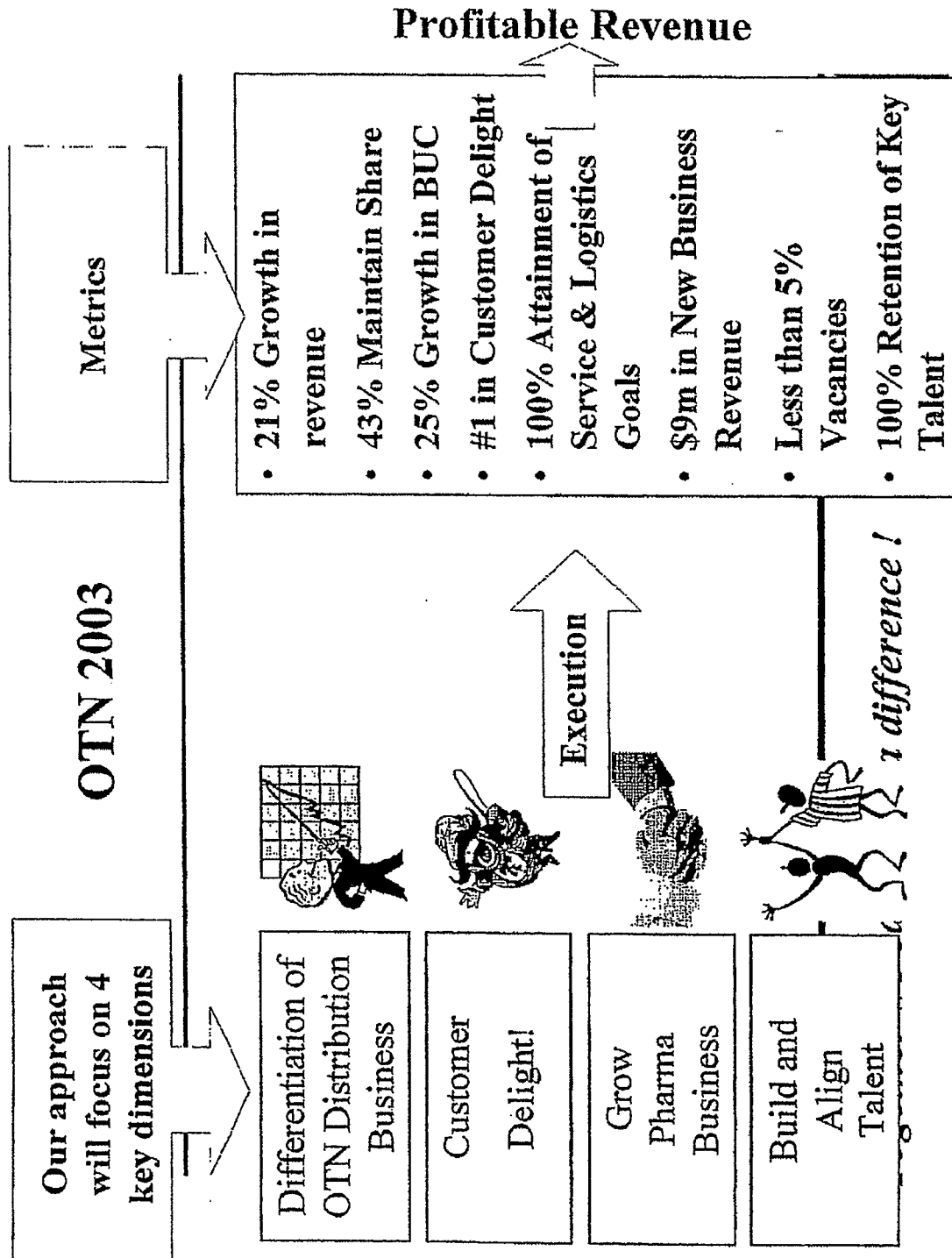
- Focus on our customers
- Improving profitability
- Establishing plans
- Focus on our partnerships
- Focus on our employees & organization

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OBO Challenges, 2003

- 4.4% Medicare reimbursement reduction for physician services
- Uncertainty of the AWP issue
- Long delays in reimbursement of new drugs
- Continued evolution of PBM offerings



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More OBO Challenges

- Significant increases in Mal-Practice Insurance premiums
- Nursing staff shortages
- HIPAA Preparedness
- Doing more with less

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Little Wonder...

**Why the Focus
on Price ?**



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There Is....

MORE



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The OBO Profile

- 2.6 Physicians
 - Board Certified
 - Medical Oncology
 - Hematology
- 268 New Cancer Patients/physician/year
- Gross Revenue \$1.9 M/physician/year
- 55% of New Patients Get ChemoTx

AOHA 2001 Survey

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OBO Payer Revenue Mix

- Over 50% Medicare
- Over 25% DFFS (Managed Care)
- 2%-10% Medicaid
- 10%-30% Traditional Insurance

AOHA 2001 Survey



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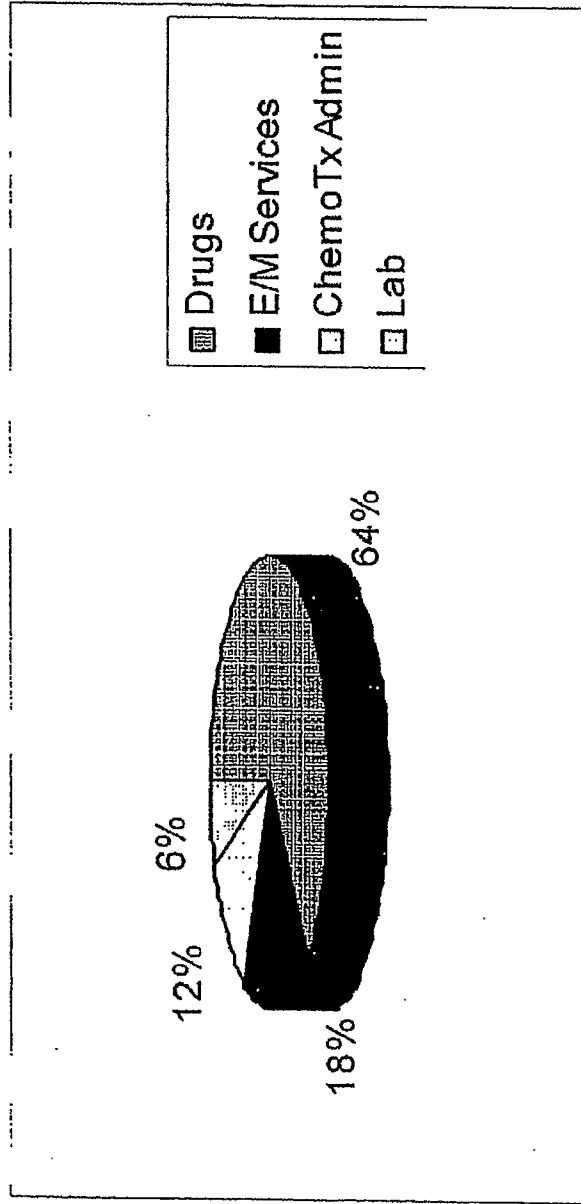
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OBO Gross Service Revenue



AOHA 2001 Survey

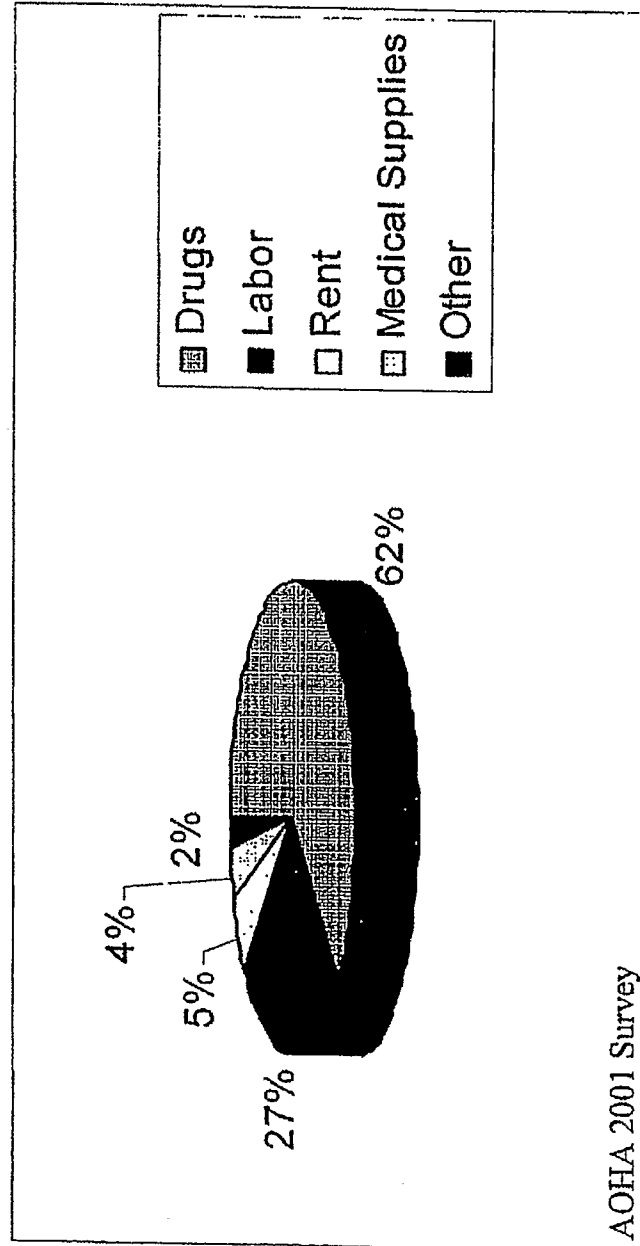


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OBO Expenses




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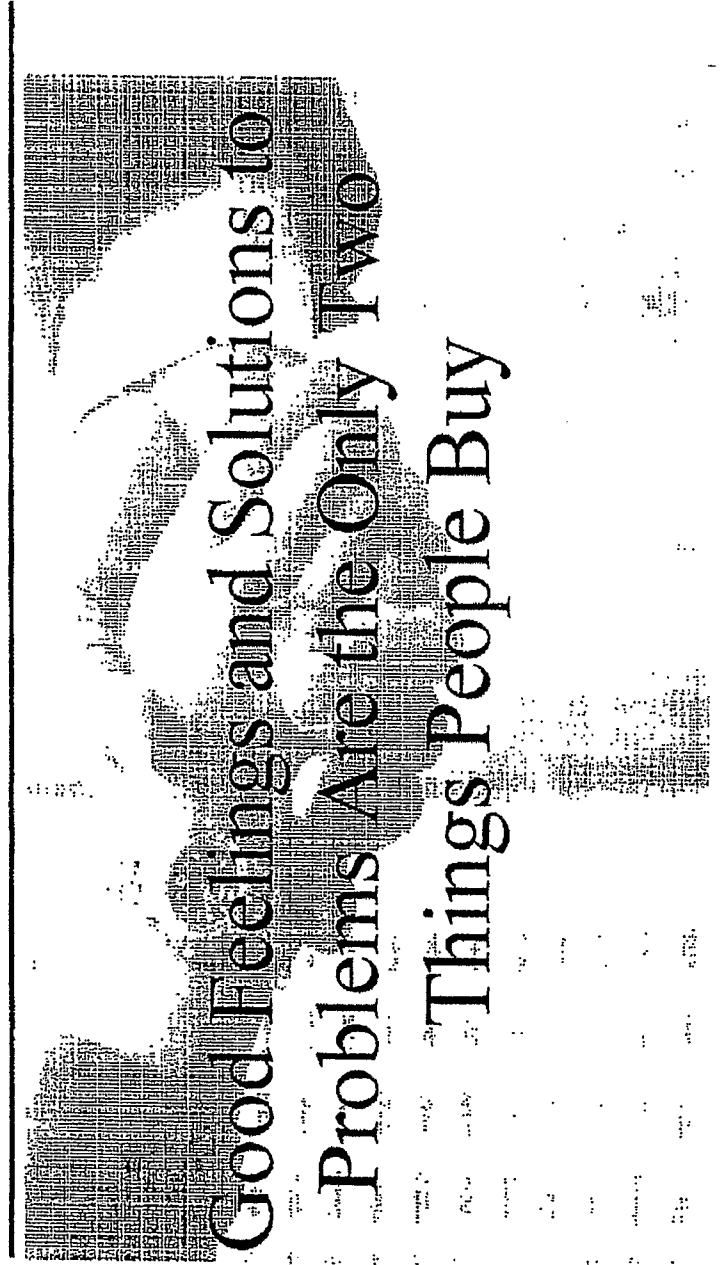


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Ultimately...

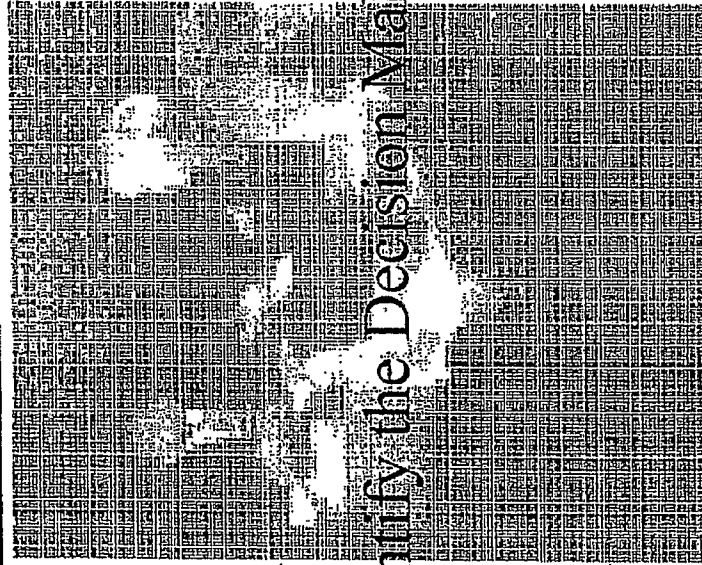


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1st Tip...



Identify the Decision Makers

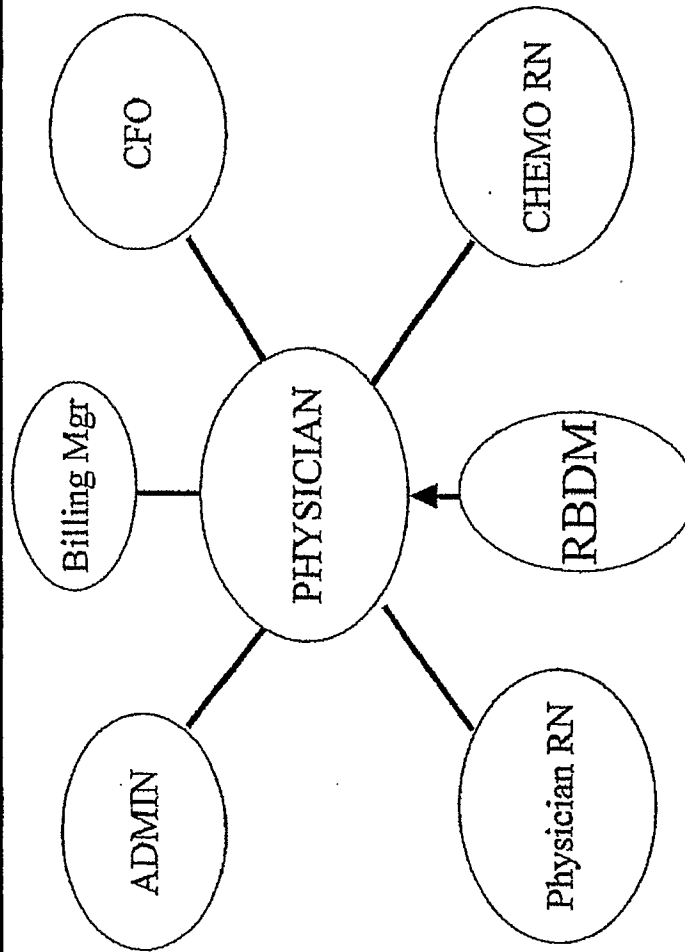


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Circle of Leverage



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Circle of Leverage is...

- A specific pattern of persuasion
- Based on what truly motivates your prospect: needs, fears, concerns
- Getting the right person or group of people to listen at the most opportune moment!

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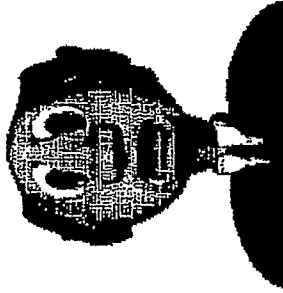


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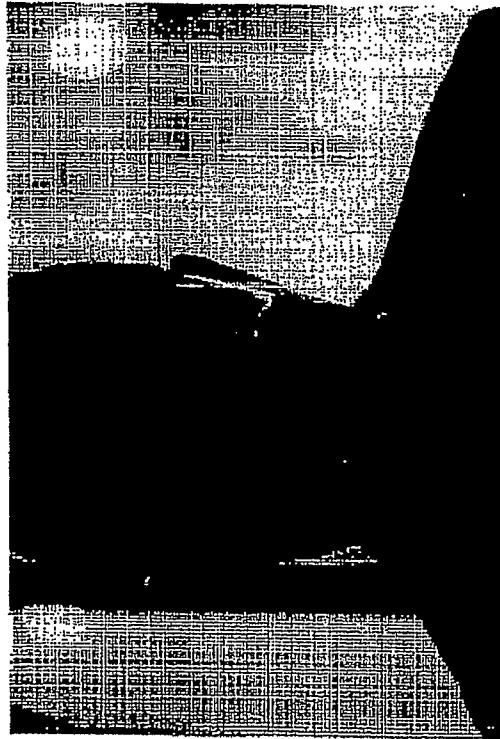
If you can't get in....you don't
have a prayer !



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*What are you doing
that's different
from your
competitor ?*

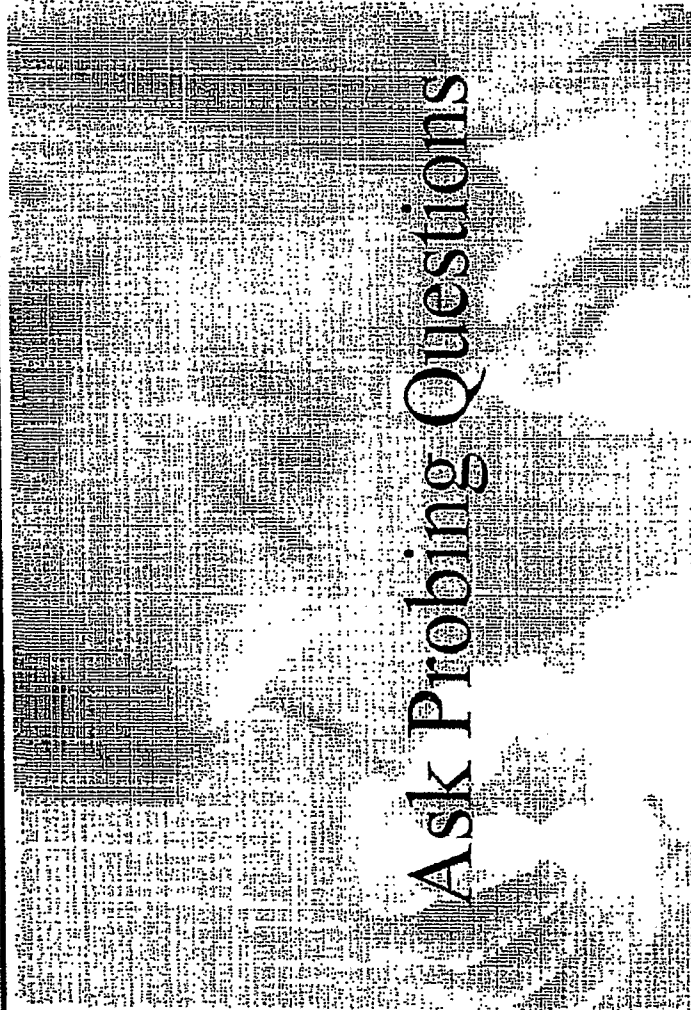
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2nd Tip...

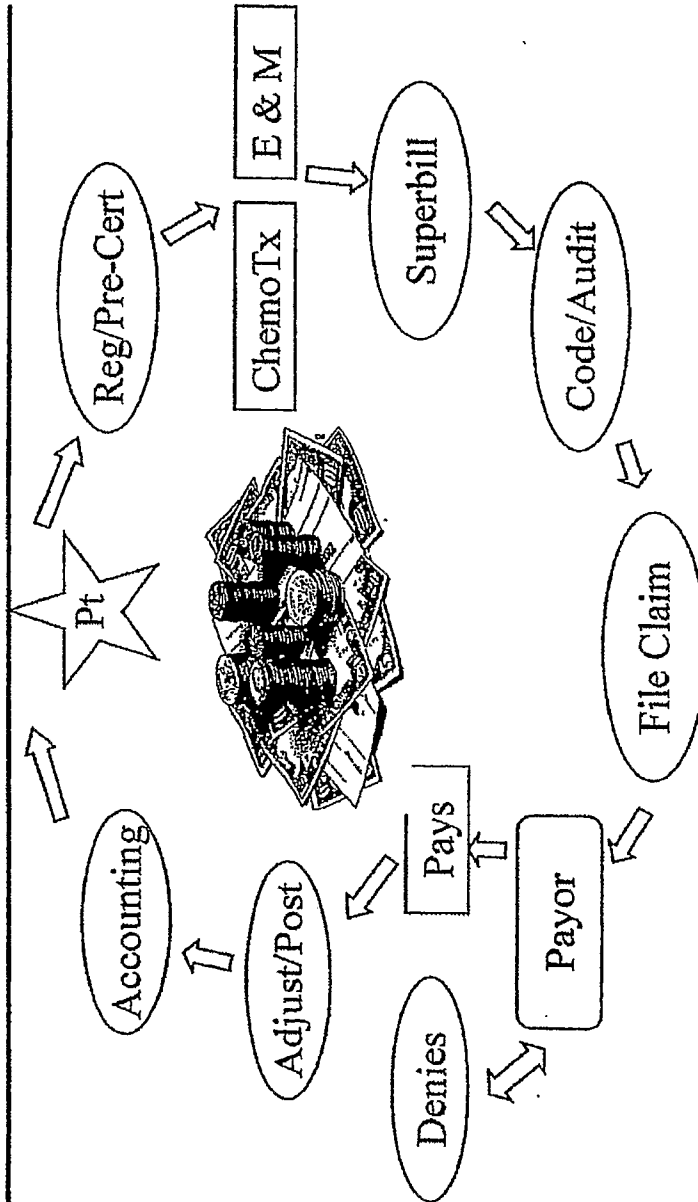


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The Opportunity Cycle



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What Do I Ask ?

- Are you doing your own billing?
- Are you outsourcing billing?
- Is the billing staff oncology trained?
- Have you changed PMS systems recently?
- Do you have a certified coder?
- When did you last perform a billing audit?

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What Do I Ask ?

- Are you billing daily?
- Are you filing claims electronically?
- Are payments made by direct deposit?
- What are your average days in A/R?
- Are you using a claims clearinghouse?
- Can you auto-post remittance?

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Oncology Benchmarks...

- RN Staffing.....1.27 per FTE Dr.
- LPN/Med Assist's.....0.74 per FTE Dr.
- Admin/Business Office...2.62 per FTE Dr.
- Average A/R per Dr.....\$319,200
- Ave days in A/R..... 62 days

AOHA 2001 Survey

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Success Story

Terry Boyd, Coastal Hem-Onc

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3rd Tip...



Shape Customer Expectations



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- NO** 2011-01-14 14:00:00

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Customer Comment...

I get more information I can use, from you,
than I get from any other Distributor or
Pharma Rep.

Made to Marco Puliz

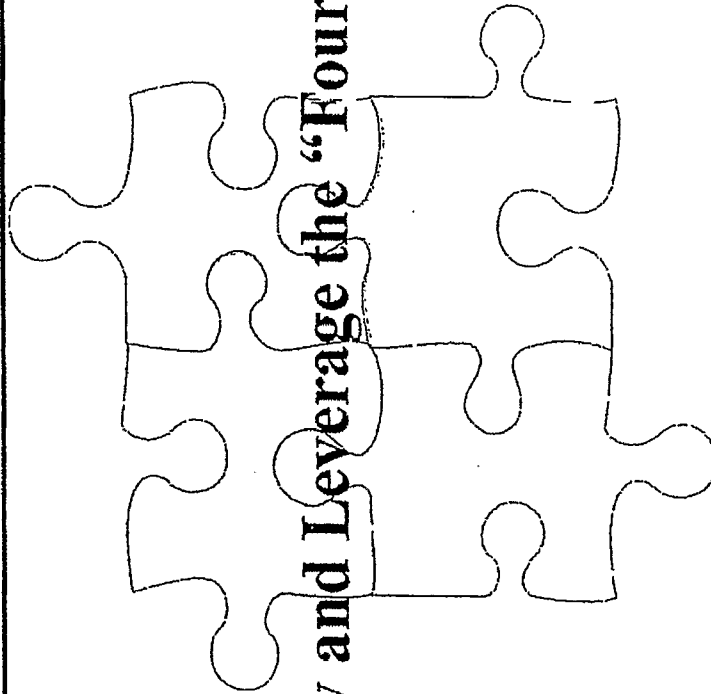
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4th Tip...



Know and Leverage the "Four-Corners"

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Customers Perception Is Everything!

- What the customer perceives, is reality to him
- Perceived service quality is the difference between what they get and what they expect
 - find out what they want!

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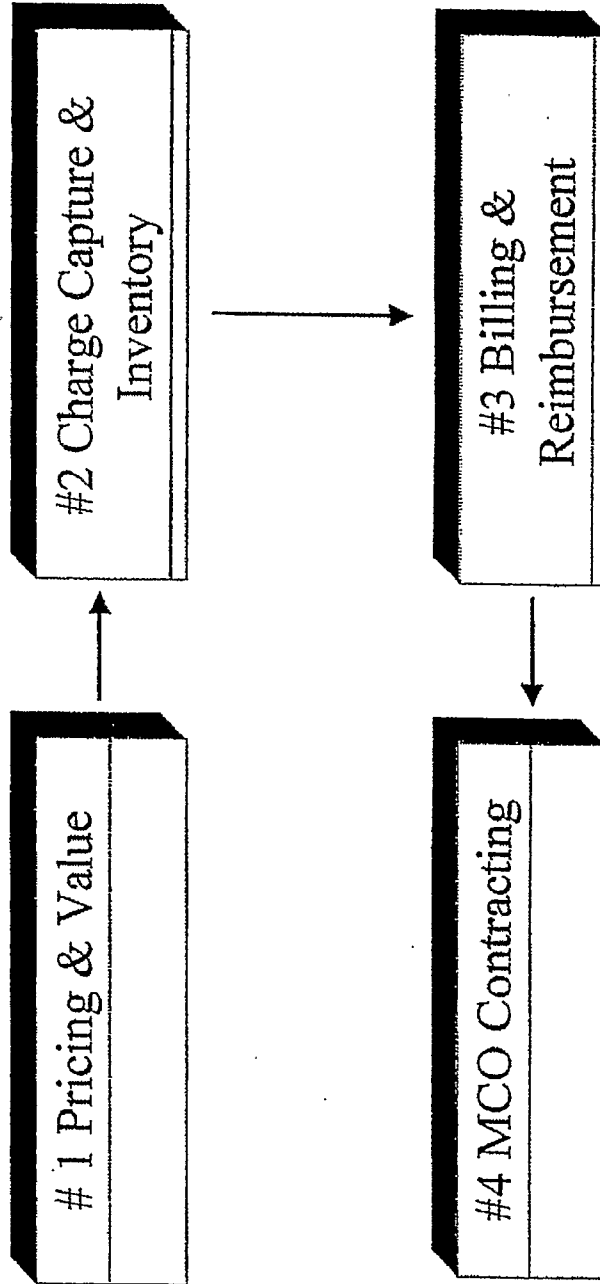
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“The Four Corners” of Business Management

that impact your customer’s bottom line



Craig Wilson



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Pricing & Value

- GPO's
- Practice – Direct Contracting
- Rebate & Incentive Programs
- Multi-Source Drugs
- Payment Terms
- Manufacturer Direct

Variance .25%-.5%



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Inventory & Charge Capture

- Lynx: Revenue Leakage
- Lynx: Kits (customized protocols)
- Lynx: Proper Inventory
- Lynx: “Super-Bill” efficiency

Variance 3% - 6%

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Billing & Reimbursement

- Lynx: Interfaced Scheduling & Billing
- Documedics: Phone assistance
- KRJ: Consulting, Training
- www.Lynx2otn.com
- Pharma Assistance Programs

Variance 3% - 8%

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Managed Care Contracting

- Lynx: The value of data
- KRJ Consulting
- Access Med: Legal Review

Variance 5% - 10%

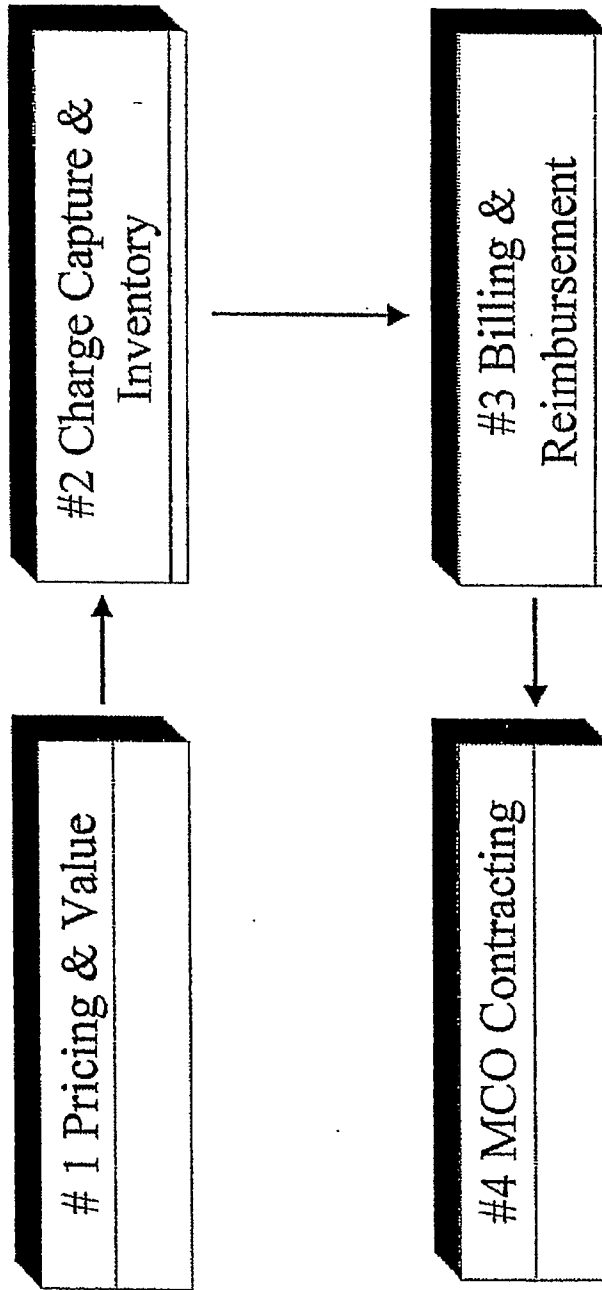
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“The Four Corners” of Business Management that impact your customer’s bottom line



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Work in Progress

Mike Breshgold, Newland Med Assoc's

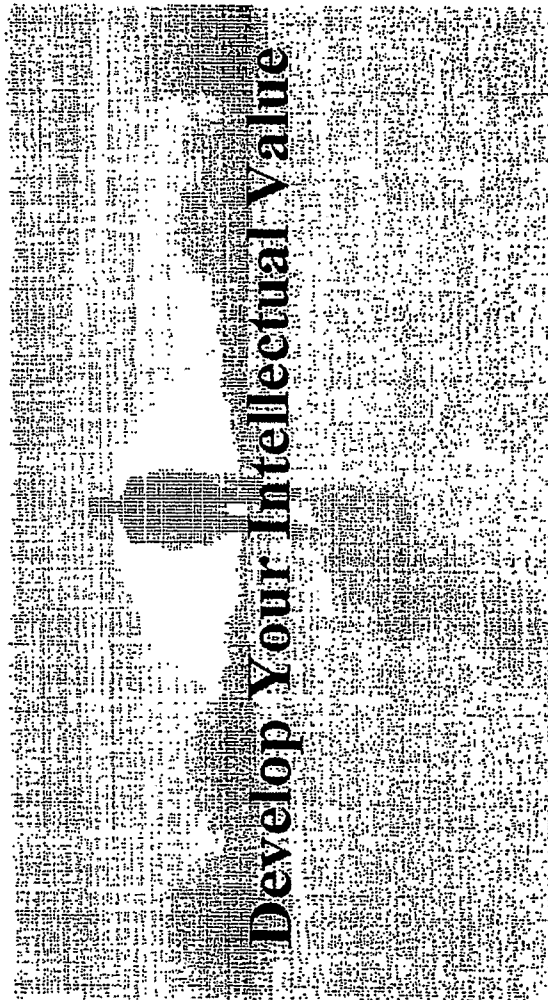
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5th Tip...



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Read, Listen, Learn...

- Delivering Knock Your Socks Off

Service

– *Kristin Anderson & Ron Zemke*

- Customer Satisfaction is Worthless,
Customer Loyalty is Priceless

– *Jeffrey Gitomer*

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Read, Listen, Learn...

- HONI (Hematology Oncology News & Issues)
 - www.hem-onc-news.com
- ASCO (American Society of Clinical Oncology)
 - www.asco.org
- ACCC (Association of Community Cancer Centers)
 - www.accc-cancer.org

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Read, Listen, Learn...

- MGMA (Medical Group Management Association)
 - www.mgma.com
- AANP (American Association of Nurse Practitioners)
 - www.aanp.org
- ONS (Oncology Nursing Society)
 - www.ons.org

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Read, Listen, Learn...

- NPAF (National Patient Advocacy Foundation)
 - www.npaf.org
- NCCS (National Coalition for Cancer Survivorship)
 - www.canceradvocacy.org
- CMS (Centers for Medicare & Medicaid Services)
 - <http://cms.hhs.gov>

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Read, Listen, Learn...

- Price Objections:
www.priceobjections.com
 - Click on articles
- Sales Tips & Techniques
 - www.gitomer.com
 - Click on “Sales Caffeine” free subscription

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Tip 5.5...



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Confidence is...

Being Enthusiastic

Looking Professional

Being Knowledgeable

Knowing What You Do

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Do You Have a 30-second Commercial ?

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My 30 Second Commercial...

"I am John Akscin. I am committed to extending and enhancing the lives of patients with cancer.

I do this by fulfilling a key role as Government Relations Liaison and Customer Champion for the finest Oncology products and services distribution company in the USA.

Call me, I would love to exceed your expectations.
Remember...If I can't answer your question, I know someone who can!"

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Production Credits

- 2003 Objectives...OTN Exec Committee
- Four Corners.....Craig Wilson
- Getting In.....Jim Smith
- Graphics.....Susan Akscin
- Audio.....Zax's Technologies
- Audio Track.....Mike Post



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